

### **REMARKS**

Upon entry of the foregoing amendments, Claims 1, 5-13, 17-25, 29-32, 36-38 and 43-46 are pending in this application. The Examiner rejected Claims 1, 4, 6-10, 13, 16, 18-22, 25, 28, 30-35, 37, and 38 under 35 U.S.C. 102(e), and rejected Claims 5, 11, 12, 17, 23, 24, 29, 36, and 39-42 under 35 U.S.C. 103(a). Claims 1, 5, 6, 13, 17, 18, 25, 29, 30, 32, 36, and 37 have been amended, new dependent Claims 43-46 have been added, and Claims 4, 16, 28, 35, and 39-42 have been cancelled in the foregoing amendment.

### **Claims 1, 5-13, 17-25, 29-32, 36-38 and 43-46**

#### **Are Patentable Over the Cited References**

The Examiner rejected Claims 1, 4, 6-10, 13, 16, 18-22, 25, 28, 30-35, 37, and 38 under 35 U.S.C. 102(e) as anticipated by U.S. Patent No. 6,928,615 to Haituka ("Haituka"), rejected Claims 5, 17, 29, 36, and 39-42 under 35 U.S.C. 103(a) as being unpatentable over Haituka, rejected Claims 11 and 23 under 35 U.S.C. 103(a) as being unpatentable over Haituka in view of U.S. Patent No. 6,754,693 to Roberts ("Roberts"), and rejected Claims 12 and 24 under 35 U.S.C. 103(a) as being unpatentable over Haituka in view of U.S. Patent No. 6,351,775 to Yu ("Yu").

#### **Claim 1**

The method for posting advertisements of amended Claim 1 requires displaying multiple Web pages so that each of the Web pages is displayed at a position determined by its Web page attribute information. The Web page attribute information is described at least at Figure 8 and the accompanying text and includes information such as classification, updated date, site size and popularity. Claim 1 also requires that a first advertisement is displayed in the vicinity of one of the Web pages based on the Web page attribute information for the Web page. Overlay information is displayed between the Web page and a second Web page and represents a number of users or user attribute information of the

users who made transitions between the two Web pages. User attribute information is described at least at Figure 9(b) and the accompanying text. A second advertisement is displayed in the vicinity of the overlay information and is based on the overlay attribute information of the displayed overlay information. Overlay attribute information is described at least at Figure 9(a) and the accompanying text.

In rejecting Claim 1, the Examiner cited Figure 3 of Haitsuka. Figure 3 illustrates only a single browser window 300 and a single client window 200 that includes an advertisement. Thus, Haitsuka does not describe displaying multiple browser windows and multiple advertisements or displaying overlay information between two displayed Web pages, as required by Claim 1.

The Examiner also cited Column 7, lines 37-49. The cited section of Haitsuka describes a menu icon and button bar icons. The menu icon provides access to a menu of additional menu items and functions. The button bar icons allow the user to access certain Web pages and/or menus. Column 7, lines 7-9. In contrast, Claim 1 recites displaying overlay information that represents a number of users or user attribute information for users who transitioned between two Web pages. Neither the menu icon nor the button bar icons provide any information about users that have visited a displayed Web page.

The Examiner also cited Column 7, line 65-Column 8, line 14 of Haitsuka. The cited section of Haitsuka describes the positioning of the client window. The client window is positioned on top of the browser window. The user can select one of several predefined locations for the window, but may not be able to hide the window. In contrast, Claim 1 requires displaying a second advertisement related to the overlay attribute information in the vicinity of the displayed overlay information. Haitsuka only describes displaying a single Web page and an advertisement. Haitsuka does not describe displaying overlay information because Haitsuka does not describe displaying information about the number of users or attributes of the users that have visited a Web page. Since Haitsuka does not describe displaying overlay information, Haitsuka cannot describe displaying an advertisement based on overlay attribute information, as required by Claim 1.

**Claims 5-12 and 43**

Claims 5-12 and 43 directly or indirectly depend from independent Claim 1. The remarks made above in support of the independent claim are equally applicable to distinguish the dependent claims from the cited references. Accordingly, Claims 5-12 and 43 should also be allowed.

**Claims 13, 17-25, 29-32, 36-38 and 44-46**

Independent Claims 13, 25 and 32 have similar limitations to Claim 1. Thus, the remarks made above in support of Claim 1 are also applicable to distinguish these claims from the cited references. Claims 17-24, 29-31, 36-38, and 44-36 depend from Claims 13, 25, or 32. Accordingly, Claims 13, 17-25, 29-32, 36-38 and 44-46 should also be allowed.

**CONCLUSION**

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



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